

Advanced Concepts in Plastic Surgery

Experienced, personalized care for beautiful results • SURESH KONERU, MD



I know I missed a couple months of Newsletters, but things have been BUSY!



So, I had been trying to send out these informative newsletters monthly and was doing pretty good until July. What happened in July? Well, I was fortunate enough to take my first European vacation. Any guesses where I went? Click on the picture at the left for the answer, I had never heard about this place, but my 11 year old insisted on going and it was amazing! The perfect place for a Plastic Surgeon to visit. Because I was gone for a week, things got pretty busy around here in July and I spent most of August "trying"

to catch up. In the past, August and September were very slow times for our office, but the past few years these months have been just as busy. A lot of patients in San Antonio seem to be interested in the non-invasive [CoolSculpting](#) and [Ulthera](#). Since it takes a few months to see the full effect of these exciting technologies, patients being treated now will see the effects right around the Holiday party season. So if you want to look good for all those wild parties, now is the time to have something done.

You will notice that the format of the newsletter has changed a bit, I thought I would try another format for this month's mailing. As always, I look forward to your [comments and suggestions](#).

Ulthera in Spanish

In July Univision came by the office to do a story on the Ulthera. They had been here earlier but felt like they needed more footage. It was fun to see their production - much different from our usual news coverage. Linda is prominently featured because of her dramatic results. Regina is also very prominent, rattling off her fluent Spanish. Many of you may not know that Regina is a Mexican Physician. Rather than repeat her training here, she is working as our Medical Assistant. So Spanish is actually her first among many languages she speaks. You can still see the story on the [Univision Website](#).



Dr. Manners?

I have never really considered myself much of an expert on manners and etiquette, but apparently Quora and the Huffington Post do! I had answered a question about Breast Augmentation on Quora back in July. It was well received and went somewhat viral! So much so that the Huffington Post featured my answer on July 24th. You can read about the [Correct Protocol for addressing a friend's wife after she has had Breast Augmentation on HuffPo](#). Any thoughts or suggestions from those of you who have had augmentation? Have you noticed your husband's friends feeling uneasy around you? Do you agree or disagree with my advice? Let me know your thoughts by sending us an [email](#) or

posting on our [Facebook page](#).

October is Breast Cancer Awareness Month

This year, Breast Reconstruction Awareness Day (BRA Day) is October 17th. Plastic Surgeons are trying to increase awareness among women and their physicians about the many reconstructive options available after mastectomy. In June, Bipartisan legislation was introduced in the House - [H.R. 5937: Breast Cancer Patient Education Act of 2012](#). Hopefully, if this passes, it will increase the awareness and availability of



reconstruction for women undergoing mastectomy. Unfortunately, studies show that not all General Surgeons refer their patients to a Plastic Surgeon for reconstruction consults prior to mastectomy. It has been estimated that 7 out of 10 women do not even know that Reconstruction is an option. We fought hard in the 90's to get laws passed both on the state and federal levels to have Breast Reconstruction covered as a benefit under Health Insurance plans. It is a shame that women are still in the dark about their options.

In recognition of BRA day, this month we will be giving a copy of the [Jewel benefit song "Flower"](#) to our Reconstruction patients. All proceeds from the song will be donated to the Breast Reconstruction Awareness Fund of The Plastic Surgery Foundation. If you use iTunes, and have had Breast Reconstruction surgery performed by Dr. Koneru, just send us your email address, and we will send you a copy of the song to your iTunes account.

Also, please encourage the women in your life this month to perform Breast Self-Exam and to get their Mammograms if they are due.

Check out all the ways to keep up with what we are doing:



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